

Help me be healthy-

Promoting healthy eating habits in children



- Series of 8 pamphlets targeted to caregivers of children.
- Overall goal:

Give caregivers knowledge and skills to help their children develop physically, intellectually, socially, and emotionally.

- Tools for a flexible approach to nutrition education.
- Based upon Bright Futures health supervision guidelines.

Two major themes:

- As role model and teacher, the caregiver enables the child to learn, value, and apply behaviors that promote good health.
- Mealtimes and related activities are learning opportunities for the child.



Key Features -

- Can be personalized
 - Name, weight and height can be recorded
 - Space for a written goal or note

Help me **be healthy**

A photograph of a young child with dark hair, wearing a pink long-sleeved shirt and dark blue overalls with pink bows on the straps. The child is being held by an adult whose hands are visible. The background is a plain, light-colored wall.

I to 1½ years


My name is _____.

I weigh _____ pounds. I am _____ inches long.

A special note for me: _____

- Each pamphlet has a theme


I'm ready to try new foods!



I am now a toddler.

I want to try new foods.

Please help me.




- Use the Food Guide Pyramid to choose healthy foods for me.
- Offer me breakfast, lunch, and dinner and 2 to 3 healthy snacks every day.
- Have my meals and snacks at the same times each day. If we are away from home, please bring some food (like my WIC cereal) for me to eat.
- Offer me small servings of foods. My stomach is little.
- Cut my food into very small pieces.
- Eat with me! We can enjoy our meals together and I learn so much from you.
- I must sit when I eat. Please let me sit in a high chair or with support at the table.
- Offer me water to drink between meals and snacks.

1 to 1 $\frac{1}{2}$ years	<i>I'm ready to try new foods.</i> The child is in transition from the infant diet
1 $\frac{1}{2}$ to 2 years	<i>Teach me to be a healthy eater.</i> Feeding entails roles for caregiver and child
2 to 2 $\frac{1}{2}$ years	<i>Help me learn to make choices.</i> The toddler wants to be in control
2 $\frac{1}{2}$ to 3 years	<i>Please and thank you! I want to be like you.</i> Children learn from their caregivers
3 to 3 $\frac{1}{2}$ years	<i>Let me do it!</i> The preschooler seeks competence
3 $\frac{1}{2}$ to 4 years	<i>Snacks can be good for me.</i> Foods lower in fat and sugar offer health benefits
4 to 4 $\frac{1}{2}$ years	<i>Help me grow up to be a healthy eater.</i> Shopping for and preparing foods are times to learn
4 $\frac{1}{2}$ to 5 years	<i>Help me stay healthy and active.</i> Breakfast and physical activity are important.

- Nutrition advice based upon the theme
- WIC foods featured
- Illustrations to reinforce and complement text
- Headers and bullets to emphasize key points

I have a new WIC food package!




• The foods I now get from WIC are:

- Cereal
- Juice
- Milk and cheese
- Eggs
- Dry beans

Please give me some of my WIC foods every day. They help me grow healthy and strong. I can eat cereal and juice at breakfast. Give me an egg at lunch time. Cheese makes a great snack. Cook the beans for dinner. I can drink milk with meals and have some in pudding for a snack. Ask the WIC staff about the type of cereal I can eat at this age.

Keep me from choking!




• As I learn to eat new foods, I need your help. Do not let me eat alone! I can choke easily. Please give me foods that are:

- Cooked (soft, raw fruits are okay)
- Soft
- Chopped into small pieces
- Moist, not dry
- Cooled a little
- Not too spicy or salty
- Not hard or sharp
- Not sticky


• Do not feed me:

- Hot dogs
- Hard foods (like candy, peanuts, raisins, or chips)
- Whole grapes
- Peanut butter




- **Growth and development milestones**
- **Health and safety tips based upon EPSDT and Bright Futures standards**
- **Oral health tips**
- **Reminders for immunizations and health check ups**

**Look
what I
can do!**



- I can drink from a small cup. I hold it with both hands. Be sure the cup cannot break. I should stop drinking from a baby bottle.
- I eat food with my fingers, but am learning to use a spoon. The more I feed myself, the better I get. I will be messy as I learn how to eat.
- I am starting to walk. Walking makes my legs strong. Please keep an eye on me so I am safe.
- I can say a few words. I listen to you. Talk to me so I can learn more.
- I have teeth! I need them to chew and talk. Clean them 2 times a day. Use a small, soft toothbrush and water. Brush both the front and back sides.

**Health
and
Safety
Tips**



- Buckle me into a child safety seat before I ride in a car.
- Take me to the doctor at 12 months and 15 months for my shots and checkup.
- I may need a blood test for lead. Ask the doctor at my next visit.
- Place objects that can hurt me out of my reach.
- Put me down for a nap every day. I need some quiet time. Could you sing me to sleep?

Office of the Maryland WIC Program
1-800-242-4WIC
Parris N. Glendening, Governor
Georges C. Benjamin, MD, Secretary
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Research, Development, & Training

- Topics and content selected and reviewed by local agency staff and others.
- Technical assistance provided by state Office of Oral Health and Healthy Kids Program.
- Samples of pamphlets field tested in local agencies.
- Contractor visited WIC clinics and interviewed staff.
- Training guide developed for local agency staff.
- Train-the-trainer workshop provided for local agency staff.

Pamphlets have been
translated into Spanish.

¡Ayúdame a **ser saludable!**



De 3½ a 4 Años de Edad

Mi nombre es _____.

Peso _____ libras. Mido _____ pulgadas.

Una nota especial para mí: _____

Positive feedback -

- **Staff and participants like them.**
- **"Printing and Graphics Excellence Award for 2000."**

